

CIP CODES

For those of you who are teaching an approved vocational Marketing class, the Classification of Instructional Program Codes have changed for each class. The CIP codes are used to report enrollment for vocational programs to the Indiana Department of Workforce Development and on the Form 30A for funding. Schools may only count students enrolled in vocational marketing classes. Students enrolled in regular business classes such as computer applications, keyboarding, accounting, etc. may not be counted for state funding. For schools offering a Marketing Co-op Program, use the CIP that best fits the students work site.

Below is a list of the official course titles for Marketing Services and Technology (Vocational Business), the state DOE course number, the CIP Codes that corresponds to the state title, and the Federal Program title for each CIP Code. The wage and demand information and funding information are also included.

CIP Code	Federal Program Title	DOE Code	State Approve DOE Course Title	Demand: High Moderate Low	Wage: High Moderate Low
09.0701	Radio and Television	5986	Radio/TV Broadcasting/Telecommunications	High	Moderate
09.0702	Digital Communication and Media/Multimedia	5986	Radio/TV Broadcasting/Telecommunications	High	Moderate
52.0701	Entrepreneurship/Entrepreneurial Studies	5966	Entrepreneurship	High	High
52.1908	Business and Personal/Financial Services Marketing Operations	5972	Financial Services Marketing	High	High
52.0904	Hotel/Motel Administration/Management	5982	Hospitality, Travel & Tourism	High	Moderate
52.1910	Hospitality and Recreation Marketing Operations	5984	Sports, Recreation & Entertainment Mkt.	High	Moderate
52.1801	Sales, Distribution and Marketing Operation, General	5914	Marketing Foundations	High	High
52.1499	Marketing, Other	5918	Marketing Advanced	High	High
52.1902	Fashion Merchandising	5962	Fashion Merchandising	Moderate	High
52.1905	Tourism and Travel Services Marketing Operations	5982	Hospitality, Travel, and Tourism	High	Moderate
52.1899	General Merchandising, Sales, and Related Marketing Operations, Other	5988	Marketing Seminar	High	High

If funding is received for the above programs, the teacher must have a Marketing or Occupational Specialist license depending on the specific course title. Marketing foundations, Marketing seminar, and Marketing advanced/field experience must be taught by a licensed Marketing teacher. A regular business teacher **may not** teach the above courses with a business education license only.

For further information, contact Barb Beadle.